

ORDER



Orders
Order / Rev: 718967
Alt Order #: 06355357
Product Desc: NRCC IE Flight 10/5-10/11, 2012
Estimate: 3266
Flight Dates: 10/05/12 - 10/11/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRCC-IE
Demographic: A35-64
Product Codes: PL-State/Local,IS-Issue/Non
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/11/12	46	\$43,350.00	\$36,847.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	46	\$43,350.00	\$36,847.50	81.10
Totals	46	\$43,350.00	\$36,847.50	81.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/05/12	10/05/12	M-F 3-4p Ellen	CM	3-4p	----F--	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1			\$500.00		1.30			
2	KPNX	10/05/12	10/05/12	M-F 4-5p 12 News EVB	CM	4-5p	----F--	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			2			\$500.00		1.10			
3	KPNX	10/05/12	10/05/12	M-F 430-5a M-F 430-5a	CM	430-5a	----F--	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
12NWS TDY 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1			\$30.00		0.30			
4	KPNX	10/05/12	10/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	----F--	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
12 NWS 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1			\$800.00		1.30			
5	KPNX	10/05/12	10/05/12	M-F 6-630p 12 News 6pm	CM	6-630p	----F--	:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
ARIZ NGHTLY NW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1			\$1,200.00		2.00			

Order / Rev: 718967
 Alt Order #: 06355357
 Flight Dates: 10/05/12 - 10/11/12

Advertiser: NRCC-IE
 Product Desc: NRCC IE Flight 10/5-10/11, 2012
 Estimate: 3266
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KPNX	10/08/12	10/08/12	M-F 3-4p Ellen	CM	3-4p	M-----	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$500.00		1.30			
7	KPNX	10/08/12	10/08/12	M-F 4-5p 12 News EVB	CM	4-5p	M-----	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
12 NEWS EVB LV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					2	\$500.00		1.10			
8	KPNX	10/08/12	10/08/12	M-F 430-5a M-F 430-5a	CM	430-5a	M-----	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
12NWS TDY 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$30.00		0.30			
9	KPNX	10/08/12	10/08/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
12 NWS 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$800.00		1.30			
10	KPNX	10/08/12	10/08/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
ARIZ NGHTLY NW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,200.00		2.00			
11	KPNX	10/08/12	10/08/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$850.00	P-2	1.70	NM	1	\$850.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$850.00		1.70			
12	KPNX	10/06/12	10/06/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----S-	:30	1	\$2,400.00	P-2	3.90	NM	1	\$2,400.00
12 NWS 10<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$2,400.00		3.90			
13	KPNX	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a (10:30 PM-12:00 XM)	-----S-	:30	1	\$2,200.00	P-2	4.30	NM	1	\$2,200.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$2,200.00		4.30			
14	KPNX	10/06/12	10/06/12	Local Prime Special Wacked Out Sports	CM	830-9p (8:00 PM-9:00 PM)	-----S-	:30	2	\$1,200.00	P-2	2.30	NM	2	\$2,400.00
DRAMA ENCORES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$1,200.00		2.30			
15	KPNX	10/06/12	10/06/12	Sat Prime C Dateline	CM	9-10p	-----S-	:30	2	\$1,200.00	P-2	1.90	NM	2	\$2,400.00
DRAMA ENCORES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$1,200.00		1.90			
16	KPNX	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	2	\$450.00	P-2	1.10	NM	2	\$900.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					2	\$450.00		1.10			
17	KPNX	10/07/12	10/07/12	Local Prime Special Connecting Arizona	CM	9-10p (9:00 PM-10:00 PM)	-----S	:30	2	\$2,000.00	P-2	4.10	NM	2	\$4,000.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					2	\$2,000.00		4.10			
18	KPNX	10/11/12	10/11/12		CM	3-4p	---T---	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00

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 Alt Order #: 06355357
 Flight Dates: 10/05/12 - 10/11/12

Advertiser: NRCC-IE
 Product Desc: NRCC IE Flight 10/5-10/11, 2012
 Estimate: 3266
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p Ellen											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$500.00		1.30						
19	KPNX	10/11/12	10/11/12	M-F 4-5p 12 News EVB	CM	4-5p	---T---	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
				12 NEWS EVB LV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	2		\$500.00		1.10						
20	KPNX	10/11/12	10/11/12	M-F 430-5a M-F 430-5a	CM	430-5a	---T---	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
				12NWS TDY 430A<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$30.00		0.30						
21	KPNX	10/11/12	10/11/12	M-F 5-530p M-F 5-530p	CM	5-530p	---T---	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
				12 NWS 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$800.00		1.30						
22	KPNX	10/08/12	10/10/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTW----	:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
				ARIZ NGHTLY NW- moved spot to M-W w/o 10/8 d/t debate 10/11 6-8p (no 6p news that day)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MTW----	1		\$1,200.00		2.00						
23	KPNX	10/11/12	10/11/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	---T---	:30	1	\$850.00	P-2	1.70	NM	1	\$850.00
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$850.00		1.70						
24	KPNX	10/09/12	10/09/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$500.00		1.30						
25	KPNX	10/09/12	10/09/12	M-F 4-5p 12 News EVB	CM	4-5p	-T-----	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
				12 NEWS EVB LV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	2		\$500.00		1.10						
26	KPNX	10/09/12	10/09/12	M-F 430-5a M-F 430-5a	CM	430-5a	-T-----	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
				12NWS TDY 430A<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$30.00		0.30						
27	KPNX	10/09/12	10/09/12	M-F 5-530p M-F 5-530p	CM	5-530p	-T-----	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
				12 NWS 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$800.00		1.30						
28	KPNX	10/09/12	10/09/12	M-F 6-630p 12 News 6pm	CM	6-630p	-T-----	:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
				ARIZ NGHTLY NW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$1,200.00		2.00						
29	KPNX	10/09/12	10/09/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-T-----	:30	1	\$850.00	P-2	1.70	NM	1	\$850.00
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	1		\$850.00		1.70						
30	KPNX	10/09/12	10/09/12		CM	8-9p	-T-----	:30	2	\$4,000.00	P-2	5.90	NM	2	\$8,000.00

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Alt Order #: 06355357
Flight Dates: 10/05/12 - 10/11/12

Advertiser: NRCC-IE
Product Desc: NRCC IE Flight 10/5-10/11, 2012
Estimate: 3266
KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tue Prime B											
				Go On/ The New Norma											
				GO ON/NEW NORM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----	2		\$4,000.00		5.90						
31	KPNX	10/10/12	10/10/12	M-F 3-4p	CM	3-4p	--W----	:30	1	\$500.00	P-2	1.30	NM	1	\$500.00
				Ellen											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$500.00		1.30						
32	KPNX	10/10/12	10/10/12	M-F 4-5p	CM	4-5p	--W----	:30	2	\$500.00	P-2	1.10	NM	2	\$1,000.00
				12 News EVB											
				12 NEWS EVB LV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	2		\$500.00		1.10						
33	KPNX	10/10/12	10/10/12	M-F 430-5a	CM	430-5a	--W----	:30	1	\$30.00	P-2	0.30	NM	1	\$30.00
				M-F 430-5a											
				12NWS TDY 430A<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$30.00		0.30						
34	KPNX	10/10/12	10/10/12	M-F 5-530p	CM	5-530p	--W----	:30	1	\$800.00	P-2	1.30	NM	1	\$800.00
				M-F 5-530p											
				12 NWS 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$800.00		1.30						
35	KPNX	10/10/12	10/10/12	M-F 6-630p	CM	6-630p	--W----	:30	1	\$1,200.00	P-2	2.00	NM	1	\$1,200.00
				12 News 6pm											
				ARIZ NGHTLY NW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$1,200.00		2.00						
36	KPNX	10/10/12	10/10/12	M-F Today Show 7-9a	CM	7-9a	--W----	:30	1	\$850.00	P-2	1.70	NM	1	\$850.00
				NBC Today Show											
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--W----	1		\$850.00		1.70						

*Tax 1 Note: Tax 0.5%.

Totals 46 \$43,350.00